

# 01

## What is 'Blue Whale Challenge'?

The Blue Whale Challenge is today's newest suicide game, conducted primarily through social media platforms such as Facebook, Instagram, and Twitter. The game lasts for a total of 50 days, presenting the "player" with daily tasks.

The game starts out as between the administrator (Healer) and the participant/victim (Challenger). Each day, the Healer will set up a different task for the Challenger to do.

This form of online trolling, cyberbullying and potential for self-harm and suicide is extremely concerning from a safeguarding perspective.

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## What to do?

Be Alert and aware of signs children playing these games

Listen

Remain child-centred

Early intervention is key  
– Share Information

Refer to Social Care

Follow Trust Child Protection Policy

## How does this 'game' affect Children?

Negatively affects mental health and emotional well-being

Family relationships

Negative educational impact

Peer pressure from Friends to join in the game and need to 'fit in'.

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Saving lives,  
Improving lives

**NHS**  
Northern Care Alliance  
NHS Group

Salford | Oldham | Bury | Rochdale | North Manchester

# 02

## How does the 'game' work?

The daily tasks start off fairly easy:

- Listening to certain genres of music to watching horror-style movies.
- As the days go on, the tasks grow increasingly difficult such as staying up until all hours of the night to mutilating the skin along with carving a the "whale" symbol onto their arm.
- The final task and end to the game is the person committing suicide.
- If the Challenger refuses to complete their task, the Healer will release, publish, share, and/or post something extremely personal or highly-sensitive online from their accounts (or at least lead them to believe they will).

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## What are some of the signs?

- Changes in mood
- Checking their mobile phones incessantly
- Wearing long-sleeved, loose clothing to disguise any self-harm
- Staying out late
- Missing school
- Being secretive about online activity



## Who is vulnerable?

- Any child or adolescent in any community
- Children who perhaps have a lack of boundaries or supervision of their online use may be at greater risk

## How are children accessing the game?

Almost always, victims in these types of scenarios are those who appear to be most vulnerable or susceptible to persuasion.

They are groomed.

The 'Healer' learns about their victim through their social media accounts. When the victim starts the challenge, the platforms they are using are supposedly infected with malware and viruses. The victims are held hostage with hopes their information and photos are not publicly released. Ultimately, it's the soon-to-be victim's decision on whether or not to play.

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# 04